

Sales Management

Course Overview

Make effective sales decisions with Sales Management with a focus on the importance of employing different sales strategies for different consumer group.

This course blends the most recent sales management research with real-life best practices of leading sales organizations.

Course Outline

- The new concept of Sales Management
- Overview of personal selling function
- Defining the strategic role of the sales function
- Sales organization structure
- Allocation of selling effort
- Forecasting by Sales Managers
- Acquiring sales talent: recruitment and selection
- Sales force training and development
- Motivation and reward system management
- Evaluating the performance of salespeople

Training Methodology

Role plays, cases, technology, and applications are just a few of the tools that will help you succeed in your Sales Management career.

Learning Objectives

After completing this course, participants will be able to:

- Design and implement a sales force strategy.
- Recruit and train salespeople.
- Control sales efforts & budgeting.
- Forecast sales performance.

Who Should Attend:

- Sales Managers.
- Newly appointed Sales Managers.
- Sales staff who are expecting to be appointed to Sales Managers in the near future.

Course Duration: Three days from 9:00AM to 4:00PM

Registration Deadline: One week before the course date

Course Fees

- 2550 EGP (Registration is confirmed only upon payment)
- Fees include materials and attendance certificate
- Complimentary coffee breaks and light lunch

Course Venue

Top Business premises: 17, Abdel Wahab Selim Elbeshry St. Sheraton Heliopolis, Cairo, Egypt.

For Registration

- Logon to www.topbusiness-hr.com/Course_Register to fill a registration form. Alternatively you can request a registration form by mail from: training@topbusiness-hr.com.
- Payment should be made one week prior to course.
- Payment by cheque in Top Business's name or cash to our address.

For More Information

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